

# **Toyota Kicks Off 'Juntos Somos Imparables' Series in Texas to Salute Latino Achievement at NALEO 2017**

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PLANO, Texas (June 23, 2017) –Toyota, the best-selling automotive brand among Hispanics since 2004, will highlight its new home north of the Dallas metroplex and kick-off its inspirational ‘*Juntos Somos Imparables*’ (Together We Are Unstoppable) campaign at the 34<sup>th</sup> annual conference of the National Association of Latino Elected Officials (NALEO), taking place from June 22 to 24 at the Sheraton Dallas Hotel.

The “*Juntos Somos Imparables*” campaign consists of a national-level community engagement series that will take place in the U.S. during 2017. “*Juntos Somos Imparables*” celebrates those who have made a difference in the lives of Hispanics, and have inspired them to succeed and reach their dreams. The campaign will come to life via an experiential area at several events organized by key Latino national organizations. Each license plate will feature a specific value important for the Hispanic community such as: “courage” and “perseverance.”

Participants will be invited to approach the art installation, find a trait that they embody, and replace it with another license plate featuring the name of the person who instilled such value in them. As a result, participants will collectively create a mural to honor the names of those who have inspired the Hispanic community to persevere and achieve their goals. Attendees will also be encouraged to share their inspirational story in the Toyota booth area, and to post their experiences under the hashtags #SomosImparables and #VayamosJuntos.

This year, Toyota will showcase its new state-of-the-art, North American headquarters in Plano, just north of Dallas, with a tour for board members of NALEO, which represents 6,000 elected officials at all levels of government. The environmentally sustainable, 100-acre, 2.1-million square-foot campus, which officially opens in July, has been built with approximately 32 percent of the overall construction spend on minority- and women-owned businesses. The board members will also participate in the NALEO Educational Fund’s service project, which will provide survival/wellness kits to Outlast Youth, a nonprofit organization that aims at reducing and preventing homelessness among Dallas-area LGBTQ young people by 2020.

“We’re delighted that this year’s conference is coming to the city of Dallas,” commented Adrienne Trimble, general manager of Diversity & Inclusion for Toyota Motor North America. “We’re excited to showcase our new headquarters and honor local leaders who have uplifted and given back to our Hispanic community.”

Toyota has enlisted multiple Emmy Award-winning broadcast journalist Neida Sandoval to serve as the “*Juntos Somos Imparables*” campaign celebrity ambassador. Sandoval has won five Emmys during her 37-year career. She worked as a reporter for Univision for 23 years, including 15 years on its top-rated morning show “Despierta America.” For the past two years, she has worked as a journalist for Telemundo’s popular morning show “Un Nuevo Dia.” In addition, she has a passion for humanitarian causes, including St. Jude’s Children’s Research Hospital, Friends of The Orphans, Honduran Telethon, and Aldeas SOS.

“I love this initiative to honor those who have inspired us in life. I credit my parents with inspiring me to be courageous, win over my fears and dream big. I want to give back by motivating others to hand down these important values to future generations,” Sandoval remarked.

Conference attendees, and all the Hispanic digital community that follows the campaign, will have the chance to celebrate their own “*imparable*” stories with Neida Sandoval via a Facebook Live Chat and a Twitter Chat that will take place during the event. The Facebook Live Chat will take place on Thursday, June 22 at 4:00 p.m. (EST); and the Twitter chat will take place on Friday, June 23 at 3:00 p.m. (EST).

“We would like to extend our appreciation and thanks for Toyota’s partnership and support as the Presenting Sponsor of the NALEO 34th Annual Conference,” said Arturo Vargas, executive director of NALEO. “Toyota has continually demonstrated a strong commitment to the Latino community.”